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*Canada*  
**COMMITTEE TO MONITOR SEXIST  
STEREOTYPING IN THE ELECTRONIC  
MEDIA**

*[Report of meetings]*  
**Ms. Stella Baudot  
Chairperson**

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**COMITÉ DE SURVEILLANCE  
DES STÉRÉOTYPES SEXISTES DANS  
LES MÉDIA ÉLECTRONIQUES**

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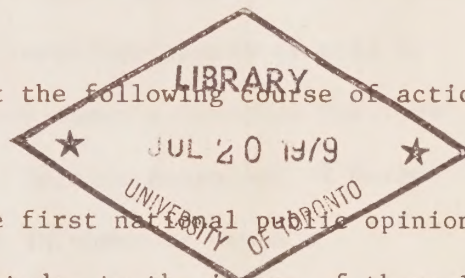
**Stella Baudot  
Présidente**

SECOND MEETING OF THE COMMITTEE TO MONITOR SEXIST STEREOTYPING  
IN THE ELECTRONIC MEDIA

CALGARY, June 19, 1979 -- The Committee to Monitor Sexist Stereotyping in the Electronic Media held its second meeting in Calgary, with Stella Baudot presiding. The Committee's task is to monitor the electronic media - for sexist content - particularly in advertising and to publish its findings so as to bring the problems to the public's attention and encourage it, in turn, to exert pressure on broadcasters and advertisers.


At the meeting it was decided that the following course of action would be taken:

- That the Committee would conduct the first national public opinion survey of women to determine their attitudes to the images of themselves portrayed in the electronic media. The survey will be conducted by an independent research company to be announced at a later date. It was the feeling of the Committee that, while many surveys had been done to establish the fact that sexist stereotyping does exist in the electronic media, to date no survey had been conducted to clearly establish the attitudes towards this sexist stereotyping held by Canadian women. The survey committee will be co-chaired



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by Jane Hughes, Editor, Homemaker's Magazine, and Chantal Leduc, Montreal, Co-ordinator of the Advertising and Sexism Study Committee for the YWCA in Montreal.

- That as the Committee meets across Canada, it will conduct, starting in Toronto in October, two different workshops in each of the cities it visits. The Monitoring Workshop Committee will meet with women's groups to make them aware of monitoring techniques, and advise them of effective methods of action in dealing with the problems of sexist stereotyping. This workshop committee will be co-chaired by Gail Newall, a social worker from Markham, Ontario, and Françoise Gagnon, Secretary-Treasurer and Administrator of Sajolin Ltd. from Joliette, Quebec. The Public Action Workshop to which the Committee will invite members of the advertising community, manufacturers, educators, religious leaders and members of government, is designed to sensitize these groups to the problems inherent in sexist stereotyping. This workshop committee will be co-chaired by Mary-Jane Palmer, Director, Women's Creative Services for Vickers and Benson in Toronto, and Yolande Bonenfant of Quebec City. Ms. Bonenfant has been involved in numerous women's activities at the national level.

Other members of the Committee will assist those heading the action program in each of their regions.

The Committee will meet next in Charlottetown, P.E.I., August 25 and 26, to finalize the content of the survey, and establish the format of the workshops.

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